**Propaganda Techniques**

**from gmu.edu and library.thinkquest.org**

**Bandwagon:**

Bandwagon is an appeal to the subject to follow the crowd, to join in because others are doing so as well. Bandwagon propaganda is, essentially, trying to convince the subject that one side is the winning side, because more people have joined it. The subject is meant to believe that since so many people have joined, that victory is inevitable and defeat impossible.

**Card stacking:**

Card stacking involves only presenting information that is positive to an idea or proposal and omitting information contrary to it. Card stacking is used in almost all forms of propaganda, and is extremely effective in convincing the public. Although the majority of information presented by the card stacking approach is true, it is dangerous because it takes out important information.

**Glittering Generalities:**

Glittering generalities are words that have different positive meaning for individual subjects, but are linked to highly valued concepts. When these words are used, they demand approval without thinking, simply because such an important concept is involved. For example, when a person is asked to do something in "defense of democracy" they are more likely to agree. The concept of democracy has a positive connotation to them because it is linked to a concept that they value. Words often used as glittering generalities are honor, glory, love of country, and especially in the United States, freedom.

**Name Calling:**

Name calling occurs often in politics and wartime scenarios, but very seldom in advertising. It is another of the seven main techniques designated by the Institute for Propaganda Analysis. It is the use of derogatory language or words that carry a negative connotation when describing an enemy. The propaganda attempts to arouse prejudice among the public by labeling the target something that the public dislikes. Often, name calling is employed using sarcasm and ridicule, and shows up often in political cartoons or writings. When examining name calling propaganda, we should attempt to separate our feelings about the name and our feelings about the actual idea or proposal.

**Plain Folks:**

The plain folks device is an attempt by the propagandist to convince the public that his views reflect those of the common person and that they are also working for the benefit of the common person. Also, the propagandist, especially during speeches, may attempt to increase the illusion through imperfect pronunciation, stuttering, and a more limited vocabulary. Errors such as these help add to the impression of sincerity and spontaneity.

**Testimonials:**

Testimonials are quotations or endorsements, in or out of context, which attempt to connect a famous or respectable person with a product or item. Testimonials are very closely connected to the transfer technique, in that an attempt is made to connect an agreeable person to another item.

**Transfer:**

Transfer is another of the seven main propaganda terms first used by the Institute for Propaganda Analysis in 1938. Transfer is often used in politics and during wartime. It is an attempt to make the subject view a certain item in the same way as they view another item, to link the two in the subjects mind. Although this technique is often used to transfer negative feelings for one object to another, it can also be used in positive ways. By linking an item to something the subject respects or enjoys, positive feelings can be generated for it. However, in politics, transfer is most often used to transfer blame or bad feelings from one politician to another of his friends or party members, or even to the party itself.